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First Steps in Advertising

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First Steps in Advertising

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Учебно-методическое пособие рекомендовано для студентов бакалавриата направления подготовки «Реклама и Связи с общественностью». Пособие состоит из двух частей, в каждой из которой 10 разделов. В начале каждого раздела предлагаются объяснения трудных для студентов слов и словосочетаний. Представленные задания включают в себя упражнения для закрепления лексики, тексты для чтения и обсуждения.

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Введение

В результате перехода России на двухуровневую систему высшего образования - бакалавриат и магистратура - степень магистра постепенно становится необходимой ступенью для успешной карьеры в различных отраслях бизнеса. Компаниям необходимы сотрудники, умеющие самостоятельно планировать свою деятельность, принимать решения, обобщать и передавать другим полученную информацию.

Подготовка студентов бакалавриата в области рекламы и связей с общественностью тесно связана с формированием различных компетенций в использовании широкого арсенала маркетинговых коммуникаций.

Учебно-методическое пособие по практическому курсу английского языка «First Steps in Advertising» рекомендовано для студентов бакалавриата направления подготовки «Реклама и Связи с общественностью». Пособие состоит из двух частей, в каждой из которой 10 разделов. Издание знакомит студентов с основными вопросами из истории и организации рекламы, значении, методах, типах рекламы, ее законах, правилах, процессе ее создания и управления.

Пособие является четко структурированным и построено по тематическому принципу. В каждой теме представлены тексты для отработки навыков письменного и устного перевода с английского языка на русский, а также вопросы к текстам и лексико-грамматические задания монологического, диалогического и полилогического характера, направленные на развитие языковой и коммуникативной компетенций обучающихся. Актуальность данного пособия обусловлена тем, что все тексты были специально адаптированы для работы со студентами бакалавриата с учетом уровня их языковой подготовки: от элементарного (A2) до уровня независимого пользователя (B2). Это выделяет его из ряда подобных учебно-методических изданий.

Важной характеристикой пособия является аутентичность подобранных текстов, профессиональная направленность которых способствует не только развитию ключевых компетенций будущих специалистов (социальной, коммуникативной, информационной, специальной, когнитивной), но и наилучшим образом удовлетворяет требованию реализации междисциплинарного подхода в образовательном процессе. Весь представленный в данном пособии материал по своему содержанию полностью перекликается с содержанием курсов специальных дисциплин по представленной специальности.

Пособие может быть использовано студентами бакалавриата и магистратуры как для работы в аудиторных условиях, так и для самостоятельной работы в качестве домашнего задания, включая дистанционное обучение.

PART I

Unit 1

Definitions. What's in an ad?

Advertisement and advertising, have at their root, a Latin word, "advertere", meaning "turn towards". What do we mean by advertising?

Hornby's dictionary.

"Advertise – make known to people (by printing notices in newspapers, announcements on TV, etc.)".

Longman Dictionary of Contemporary English.

"Advertise – to tell people publicly about a product or service in order to persuade them to buy it" That's what George Mikes, the well-known writer, thinks advertising is:

"Advertising... is the art of convincing people that they want certain things that they do not want at all; of making them dissatisfied with everything they have; of making them thoroughly unhappy ..."

G. Mikes. "How to scrape skies.

The US explored, rediscovered and explained".

There are different kinds of advertising nowadays: newspaper and magazine advertisements; TV advertisements (commercials); trailers (brief excerpts from a film/TV programme/radio programme used to advertise it); posters; billboards (very large boards used for advertising); sandwich boards (advertising posters hung at the back and front of a person who then walks around a busy area); brochures (a thick book advertising something); flyers (sheets of printed information advertising something); logos on clothing and other products, and other.

Advertising and the Modern World

The modern world depends on advertising. Without it, producers and distributors would be unable to sell, buyers would not know about products or services, and the modern industrial world would collapse. If factory output is to be maintained profitably, advertising must be powerful and continuous. Mass production

requires mass consumption which in turn requires advertising to the mass market through the mass media.

Advertising is not easily defined, though many people have tried. Narrowly, it means a paid form of non-personal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, public transport vehicles, outdoor displays and now also the Internet, which aims to persuade, inform, or sell. It flourishes mainly in free-market, profit-oriented countries. Advertising cannot turn a poor product or service into a good one. But what it can do – and does – is to create an awareness about old and new products and services. So three main objectives of advertising are: 1) to produce knowledge about the product or service; 2) to create preference for it; 3) to stimulate thought and action about it.

But the word is also used to cover a much broader range of activities – from design to public relations.

Advertising belongs to the modern industrial world. In the past when a shopkeeper had only to show and tell about his goods to passers-by, advertising as we know it today hardly existed. Early forms of advertising were signs such as the inn sign or the apothecary's jar of colored liquid, some of which have survived until today.

Evidence of advertising can be found in cultures that existed thousands of years ago, but advertising only became a major industry in the 20 century. Today the industry employs hundreds of thousands of people and influences the behavior and buying habits of billions of people. Advertising spending worldwide now exceeds \$350 billion per year. In the United States alone about 6000 advertising agencies help create and place advertisements in a variety of media, including newspapers, television, direct mail, radio, magazines, the Internet, and outdoor signs. Advertising is so commonplace in the United States that an average person may encounter from 500 to 1000 advertisements in a single day, according to some estimates. Advertising permeates everyone's daily life.

Most advertising is designed to promote the sale of a particular product or service. Some advertisements, however, are intended to promote an idea or influence behavior, such as encouraging people not to use illegal drugs or smoke cigarettes. Advertising has become increasingly international.

Exercises:

1. Active vocabulary:

Advertisement, advertising, trailer, sandwich board, distributor, to collapse, announcement, mass consumption, non-personal communication, direct mail, the apothecary's jar of colored liquid, public transport vehicles, to flourish, encounter from, to encourage, illegal drugs, local dairy.

2. Give English equivalents for the words from the active vocabulary list:

Щитовая реклама, искусство убеждать людей, рекламные агентства, фляга аптекаря, передавать, страны ориентированные на прибыль, процветать, уровень жизни, ускорение распределения продуктов, прохожие, понимание, краткая выдержка, приникать в личную жизнь каждого, наши сливки легко взбиваются.

3. Questions for discussion:

1. What do you mean by advertising?
2. Can you give examples of all kinds of advertising mentioned here?
3. Why has advertising become increasingly international?
4. When did advertising become a major industry?
5. Why does the modern world depend on advertising?

4. Look at the advertisements below, where humour has found a role to play. Try to express your thoughts and imagine your ads.

- 1) Sign in a bookstore: SATAN HATES US BECAUSE OF OUR LOW PRICES ON BIBLES.
- 2) The “Crown Car Wash” in Los Angeles has this sign out front: DRIVE IN, AND GIVE US THE LATEST DIRT
- 3) Sign in a shoe store: COME IN AND HAVE A FIT
- 4) Sign over local dairy: YOU CAN’T BEAT OUR MILK, BUT YOU CAN WHIP OUR CREAM
- 5) The name of a company can be a catch-word: INEEDA LAUNDRY.

Unit 2

Newspaper advertisements

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertisement, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the Display Ad, which is a larger ad (can include art) that typically run in an article section of a newspaper.

Most British local newspapers usually contain several pages of advertisements, which are grouped in different categories.

A newspaper typically generates 70–80% of its revenue from advertising, and the remainder from sales and subscriptions. The portion of the newspaper that is not advertising is called *editorial content*, *editorial matter*, or simply *editorial*, although the last term is also used to refer specifically to those articles in which the newspaper and its guest writers express their opinions. (This distinction, however, developed over time – early publishers like Girardin (France) and Zang (Austria) did not always distinguish paid items from editorial content.)

The business model of having advertising subsidize the cost of printing and distributing newspapers (and, it is always hoped, the making of a profit) rather than having subscribers cover the full cost was first done, it seems, in 1833 by The Sun, a daily paper that was published in New York City. Rather than charging 6 cents per copy, the price of a typical New York daily at the time, they charged 1 cent, and depended on advertising to make up the difference.

Newspapers in countries with easy access to the web have been hurt by the decline of many traditional advertisers. Department stores and supermarkets could be relied upon in the past to buy pages of newspaper advertisements, but due to industry consolidation are much less likely to do so now. Additionally, newspapers are seeing

traditional advertisers shift to new media platforms. The classified category is shifting to sites including Craigslist, employment websites, and auto sites. National advertisers are shifting to many types of digital content including websites, rich media platforms, and mobile.

In recent years, the advertorial emerged. Advertorials are most commonly recognized as an opposite-editorial which third-parties pay a fee to have included in the paper. Advertorials commonly advertise new products or techniques, such as a new design for golf equipment, a new form of laser surgery, or weight-loss drugs. The tone is usually closer to that of a press release than of an objective news story.

Exercises:

1. Active vocabulary:

Press advertising, trade journal, encompass, fee, revenue, remainder, subscription, editorial matter, distinction, business model, consolidation, media platforms, advertorial, opposite-editorial, form of laser surgery, press release.

2. Give English equivalents for the words from the active vocabulary list:

Производить, редакционное содержание, уменьшать, подписчики, использование вебсайтов, рекламный вкладыш, третье лицо, выпуск новостей, потребитель, некоммерческие организации, производительность, зритель, рекламный лист.

3. Questions for discussion:

1. How does press advertising describe advertising?
2. Look at the following ads and see how quickly you can answer the questions.

200 computers, high-speed Net, 24 hours a day. Internet saloon.

We'll take care of your beloved pet. Your long awaited vacation will be wonderful! PET HOTEL. Green Road, London SW1P 2SB.

PIANO AUCTION: grand, and upright, antique and Modern, \$150 - \$15000. 6 Salem Road, London.

MAKE a guitar 12 week courses, Collins School, Devon, 1815 266

Super evening at Vintage Hotel, ticket price \$65. Overnight accom. \$120 per room. 402 64999

Linda: Polish/French woman from Lille, seeks an Englishman, tall, 40s, open-minded, with whom she can have a close, but stable relationship.
London. Box (50) 1899

PARTYMANIA, everything for your party in one "fantastic" store. – 23 High Rise Road, Chessington 513138, own parking.

JEWELLERY by 50 artists from Britain & abroad Electra Gallery 23 Malta Street, London W1Y 1J.

CYPRUS WINE, 1965. 20 bottles, \$75 each. Phone 0181 544 8980 or 0181 544 8985

Attractive, humorous woman 30, lover of music, theatre, seeks man with similar inclinations, to share it all with.
London. Box (49) 2104

Selling antiques? Confidential, sound expert advice. Academy Auctioners & Valuers. Mr. Brick. Tel. 0492 3314

CHRISTINE'S beauty treatment & body therapy. 403 6599 473 4004

- 1) Where can you buy things for a party?
- 2) How many nationalities has Linda got?
- 3) Does a 40-year-old lady prefer tall or short men?

- 4) How much are three bottles of Cyprus wine?
 - 5) How much will a one-night stay (including dinner) at Hotel cost you?
 - 6) Will Christine improve your mind or your body?
 - 7) How many computers are available daily at the Internet centre?
 - 8) Who is ready to take care of your cat while you are away on holidays?
 - 9) How long will it take you to learn to make a guitar?
 - 10) What is being exhibited at Electra Gallery?
3. Find in the list of previous exercise the advertisements in which people are advertising for friends ("contact ads"). Write a contact ad for yourself or for your friend.
4. Write three classified ads for things you want to sell.

Unit 3

Whatsitsname: gadgets and machines

A **gadget** is a small technological object (such as a device or an appliance) that has a particular function, but is often thought of as a novelty. Gadgets are invariably considered to be more unusually or cleverly designed than normal technological objects at the time of their invention. Gadgets are sometimes also referred to as gizmos. The origins of the word "gadget" trace back to the 19th century. According to the Oxford English Dictionary, there is anecdotal evidence for the use of "gadget" as a placeholder name for a technical item whose precise name one can't remember since the 1850s; with Robert Brown's 1886 book *Spunyarn and Spindrift, A sailor boy's log of a voyage out and home in a China tea-clipper* containing the earliest known usage in print. The etymology of the word is disputed. A widely circulated story holds that the word gadget was "invented" when Gaget, Gauthier & Cie, the company behind the repoussé construction of the Statue of Liberty (1886), made a small-scale version of the monument and named it after their firm; however this contradicts the evidence that the word was already used before in nautical circles, and the fact that it did not become popular, at least in the USA, until after World War I. Other sources cite a derivation from the French *gâchette* which has been applied to various pieces of a firing mechanism, or the French *gagée*, a small tool or accessory.

A **machine** manages power to accomplish a task, examples include, a mechanical system, a computing system, an electronic system, a molecular machine and a biological machine. In common usage, the meaning is that of a device having parts that perform or assist in performing any type of work. A simple machine is a device that transforms the direction or magnitude of a force.

The word "machine" is derived from the Latin word *machina*, which in turn derives from the Doric Greek *μαχανά* (machana), Ionic Greek *μηχανή* (mechane) "contrivance, machine, engine" and that from *μῆχος* (mechos), "means, expedient, remedy".

The meaning of machine is traced by the Oxford English Dictionary to an independently functioning structure and by Merriam-Webster

Dictionary to something that has been constructed. This includes human design into the meaning of machine.

Historically, a device required moving parts to classify as a machine; however, the advent of electronics technology has led to the development of devices without moving parts that many refer to as machines, such as a computer, radio, and television

Exercises:

1. Active vocabulary:

Device, appliance, gizmos, anecdotal evidence, a small-scale version, nautical circles, a derivation, to accomplish, a molecular machine, contrivance, human design, the advent of electronics technology, detergent, normal technological objects.

2. Give English equivalents for the words from the active vocabulary list:

Неизменно, технологический объект, новинка, штукавина, приспособление, величина (важность), происходить, целесообразно, средство, появление, двигатель.

3. Questions for discussion:

1. What is gadget?
2. How is the word "machine" derived from?
3. Gadget – a small, usually mechanical, useful and cleverly-designed device or tool. Look at the definition and try to give some examples of gadgets you use in your everyday life.
4. What is it used for?

Match the phrase on the right with the suitable information on the left.

You can use detergent.....	...for cutting paper or clothes
Scissors are used.....	...to wash clothes
You can use pliers.....	...for sticking things together
Hammer is used.....	...to cut wire
Glue is usedto bang in nails

5. What can you use these things for?

A pencil a box a glass a Swiss army knife

A bowl

- To fix things
- To hold trash
- To mix ingredients
- For slicing bread
- For drinking from
- For drawing

6. What are these? Match the words from the list with their explanations.

A photocopier a fork a fridge

A frying pan detergent

1. A machine that you use if you need several pages all the same;
2. A gadget with 3 or 4 points that you put food into your mouth with;
3. A machine that keeps things cold;
4. A thing with a handle used for cooking, lightweight and non-stick;
5. Stuff that you wash with.

7. Write what it is for:

A ladder a car an oven

A compass a basket a tea-pot

A thermometer a pump an iron a binocular

Make use of some more descriptive devices:

It is for.../ You use it so (that)

You can/ You use it in order to.....

8. Find one incorrect word in each sentence. Change it with the right one. Use the dictionary if necessary.
 - a. A blender is used for repairing things.

- b. I am bad at maths, so I always take a pocket computer to school.
- c. When I turn on the light, the lamp broke.
- d. I had to use scissors to cut the floor-boards in half.
- e. This dishwasher is a very useful gadget to deal with dirty cutlery and crockery.
- f. Have you got a key to open these tins?
- g. You should keep cleaning supplies, such as soap, glue, detergent, in the bathroom.

Unit 4

Advertising design

Talking about inventions

Advertising design refers to the creation and organization of visual artwork used in advertisements (ads) for products and services. The designs used in advertising are created by graphic designers. Advertising agencies as well as the advertising departments of corporations employ graphic designers to create and execute brochures, direct mail, web ads and print ads. Design elements used in advertisements include fancy lettering, borders, cartoons, illustrations and photographs. The main difference between advertising design and regular mainstream artwork is that advertising art must be designed to reach and compel the target audience to purchase products and services.

Advertising designers are not only talented in the art of creative design, they understand marketing and how to promote products and services through visual communication. Whereas a freelance fine artist may work on one creative piece of artwork for months, a graphic artist must constantly keep generating original advertising design pieces to meet campaign deadlines. Examples of advertising design are all around us. The banner ads you see on websites as well as the newspaper ads for products such as shoes and watches have been designed for advertising purposes. Graphic designers also create logos and symbols used in advertising to help inspire consumers to develop brand recognition, such as McDonald's® golden arches.

It's important to realize that although advertising design is used to promote virtually every product and service sold today, it's not something new. For instance, the logo for Bavarian Motor Works' popular BMW automobiles was first created in 1917. The signature light blue and white used in the design are the traditional colors of Bavaria, Germany, where the cars are manufactured. The striking triangular check pattern is said to symbolize the rotation of a

propeller. BMW's logo design has worked well for the company's advertising and has undergone only minor changes in the font and outlining details since 1917.

The illustrations and lettering used on packaging for foods and other products are also considered a part of advertising design since consumers are influenced by how a product looks when they decide whether to purchase it or choose a competing product. Graphic designers who work in the advertising industry usually require a four-year degree. Since creative jobs in advertising are competitive, a graphic designer may intern at an ad agency while still in school and then begin at an entry-level position after graduating college. Graphic designers often work with copywriters who write the words used in ads to create complete advertising design pieces.

Exercises:

1. Active vocabulary:

Advertising design, visual artwork, graphic designers, regular mainstream artwork, visual communication, whereas, deadlines, brand recognition, to symbolize, outlining details, a competing product, an entry-level position, copywriter.

2. Give English equivalents for the words from the active vocabulary list:

Трафарет (макет), проектировщик, главный (господствующий), заставлять, целевая аудитория, художник, вдохновлять клиентов, признание, рекламный проект, цели.

3. Questions for discussion:

1. Do you know any modern invention most people couldn't live without?
2. Who are advertising designers?
3. What are examples of advertising design?

4. What is the main difference between advertising design and regular mainstream artwork?
5. Read the following descriptions of useful inventions. Fill in the missing words from the box.

transmit	made (*2)	copy
keyboard	carried	monitor
contains	screen	compact

- a. This invention is designed to be easilyand is perfect on business trips. It is composed of a plastic cover whichthousands of microchips compressed into a very small space. What is it?
- b. This invention is used toanddocuments, so that they are received in the same form as they are sent. It isof plastic and essential for the modern office. What is it?
- c. This machine has asimilar to that of a typewriter. You can connect it to a, which has alike a television. All the information is stored ondiscs. What is it?

4. Read the text below and find the words that match the following meanings

The most significant invention since the steam engine is the electronic computer. The computer revolution is now changing the work done by the brain. Nowadays micro-computers are manufactured in hundreds of thousands and are constantly being equipped with more and more ingenious devices. Contrary to popular belief, computers themselves can not make mistakes. If the programme fed into the computer is correct, the answer will always be correct.

- a. Very important change in methods of working;
- b. produced (at a plant);
- c. clever (including new equipment, methods, ideas)
- d. instruments (especially ones very cleverly thought out)

Unit 5

Methods of advertising:

Describing; comparing; persuading

There are some commonly used methods of persuasive advertising.

1. **Information.** If a product is new it is often enough to show it and explain what it does. In that case ads have a central idea, suggested in the title/ picture which is used to structure the writing. They are organized around an image or a key idea. Such words as “realty new”, “sensation” may be of help.
2. **Comparison.** A product is described as better than rival products. The advertising language makes use of comparative and superlative forms of adjectives. Advertisers also like language that uses “limit” adjectives, that suggests their product is of especially high quality. Ex. Our coffeemakers are of unique / of unsurpassed design. Note: the Advertising Standards Authority (ASA) controls advertising in Britain. There are 500 rules that give advertisers practical help on what they can or can not. Thus the ASA admits that words like “best” and “fine” have become so devalued that they can be used in advertising. For example, the best of the rest/best; simply the best, etc.
3. **Repetition.** Key words/ slogans or the name of the product are repeated many times so that to make you associate a particular product or service with its brand name. Sometimes the name of a product is put into a rhyme and sung repeatedly. It is called a “jingle”. That helps most people remember it easily.
4. **Scientific backing for the product.** Sometimes the ad shows a person in a white coat (a doctor, a professor, a scientist), who tells you about the product and its benefits. More often the ad makes use of statistics, “scientific”

words. There are references to how “natural” or “pure” the product is. For example. Health drink comprises 51 miracle ingredients. Our electric kettles are scientifically tested. New fitness program is developed by a group of international experts.

5. **Appealing to the emotions.** Advertising appeals to people’s feelings and emotions, such as femininity / manliness, sexuality, mother-love/ father-love. Another common device is to write about the thing you are selling as if it were a person, attributing to its feelings, character. Here are some commonly used phrases: treat yourself to.../ allow yourself... / pamper yourself with... /spoil yourself..., etc.
6. **Pure snob appeal.** Ads say the product is exclusive; it is for really stylish/ intelligent/ outstanding... people.
7. **Association of ideas.** Ads show attractive people (friends, members of a family, etc.) using the product in some beautiful situations, having a wonderful time. This is especially suitable for the teenage market.
8. **Popular personality.** A well-known person is invited to advertise a product (a singer, an actor, a famous sportsman).

Exercises:

1. Active vocabulary:

Persuasive advertising, central idea, realty new, high quality, authority, admit, devalue, repeatedly, repetition, scientific backing for the product, benefit, reference, Health drink, miracle ingredients, scientifically, femininity, manliness, sexuality, mother-love/ father-love, pure snob appeal, association of ideas, outstanding people.

2. Give English equivalents for the words from the active vocabulary list:

Ключевая идея, сравнения, таким образом, ключевые слова, рекламный куплет, широко известная личность, побалуйте себя с..., прибыль.

3. Questions for discussion:

1. Read the text and give 1 or 2 examples for each type.
2. Which words have a magic effect in Russian advertisements?
3. What is a “jingle”?
4. Look at the definition of the word “promotion” and get ready to give examples of the promotional activities enlisted below.

PROMOTION is all activities supporting the sale of a product, including advertising.

Promotion describes:

- discounts or reduced prices (the most often uses phrases are: colossal discounts/ prices slashed/ ridiculously-low prices/ rock-bottom prices, etc.
- a free gift (you are welcome to try or taste a bit of the product without paying money for it);
- a free sample (it goes with the product you buy);
- competitions with prizes (many supermarkets run them).

4. Look at the following texts for ads.

Say what the ads persuade people to do; what advertising methods they used. Try to analyze the appeal of each advertisement.

AMERICAN – COUNTRY – POP
LISTEN!
JOIN IN!
ENJOY DRINKS
IN A SALOON STYLE
DAILY at 7.00
At the Central Music Fan Club.
Tickets available from all ticket agencies.

FED UP WITH WASHING UP?
Buy dish-wash Ash F-30
Input power: 1500w
4 Programmed Cycles
3-stage Water Level Sale price \$ 150
Adjustment* 2-year guarantee
(no extra cost)
85* 60*57 cm *a chance of a free cruise-
Ask at the store for details

SILVER SPOON RESTAURANT
For an unforgettable evening

of fabulous dining
Specialities

Italian and French Cuisine seafood

All our food is freshly prepared using
only the finest ingredients

Live music

Cosy atmosphere

Exclusive service

Attractive prices

Telephone: 470665

CLIMBER DX THE MOUNTAIN BIKE

The world strongest Mountain Bicycle can conquer the
great mountains.

As light as a feather.

Lightweight aluminium construction.

Alux 30.

Collapsible: packs quickly and easily into your car boot.

Max record-breaking speed – 163 kph.

Unit 6

Brand names. Logos

Brand name (trade name) is a name given to a particular product that helps you recognize it from other similar products. Some brand names are used in everyday conversation for all products of the same type, whoever makes them. Others are only used for one product, but are well-known and international.

The American Marketing Association defines a **brand** as a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name."

A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word *branding* began simply as a way to tell one person's cattle from another by means of a hot iron stamp. The word brand has continued to evolve to encompass identity — it affects the personality of a product, company or service.

A **concept brand** is a brand that is associated with an abstract concept, like breast cancer awareness or environmentalism, rather than a specific product, service, or business. A **commodity brand** is a brand associated with a commodity. Got milk is an example of a commodity brand.

In the automotive industry, brands were originally called marques, and marque is still often used as a synonym for brand in reference to motor vehicles.

The word "brand" is sometimes used as a metonym, referring to a company that is strongly identified with a brand.

Exercises:

1. Active vocabulary:

particular product, brand names, everyday conversation, feature, identify, to evolve, a concept brand, a commodity brand, to motor vehicles, a metonym.

2. Give English equivalents for the words from the active vocabulary list:

Торговая марка, развивать, охватывать, движение в защиту окружающей среды, товар (сырьё), продавец, международный, заслуживать внимания.

3. Questions for discussion:

1. DIROL, BOSCH, REXONA, SAMSUNG, NISSAN. Look at the these trade names and say if these brand names are familiar to you. Who invented these names? What do they actually mean?
2. Look at the brand names below. Can you match them with the products?

Nike	electronic equipment
Sun Silk	after shave lotion
Old Spice	sport wear
Nutra Sweet	shampoo
SONY	sugar substitute

3. Read the dialogues and try to find all brand names used in them. Are they the same in Russian?
- Is there anything you want?
 - Yes, may I use your Xerox?
 -

- Need any help?
- I can't find my biro. Have you got it?
- Of course not. I always carry my own pen with me. Look here! Isn't that your pen next to the sellotape?

- Make sure they have got our offer for hoovers.
- I'll see them about it.
- Do it right away.

- Shall I close the window?
- Please, don't. I have got a terrible headache.
- Could I help you in any way?
- Yes, please. Get me a packet of aspirin, will you?
- OK. Shall I fix you a Coke?
- No, thank you.

4. Read a text and make up 5 different kinds of questions.

WHAT'S IN A NAME?

When Xavier Martens won a competition where the first prize was a Mercedes, he couldn't believe his luck. He parked the car proudly outside his house, but the next morning he got another surprise. The shiny metal Mercedes badge on the front of his smart new car had been pulled off.

Crime of this kind has become increasingly common. The latest fashion for many teenagers is wearing these logos like jewelry around their necks. If you want to keep up with your friends in the battle to look cool and tough, then this kind of theft may be your only option.

When a logo becomes an essential item of fashion, the marketing people know they have been successful. If all goes well, sales and profits will go up dramatically. Whether it is through advertising or sponsorship of fashionable sports, a company's image is always represented by its logo. One that becomes so popular that people will steal it will increase the sales of the product it represents.

We see the black horse of Ferrari or the golden arches of McDonald's and we recognize them immediately. Rather than telling us in advertisements how good their products are, companies often prefer to pay for their logo to be displayed on a Formula One car or

on the stage of a pop concert. The media knows that people will link the logo with the car or the concert, and be influenced by this.

In this highly competitive world, advertisers will do anything to make their logos more well-known than those of rival brands. A technology is now being developed to put logos on the moon. Next time you are going for a romantic moonlit walk, you may be kissing your loved one under the Pepsi stripes.

Consultants will spend months and huge amounts of money on studying the public's tastes and preferences, before bringing in the graphic designers. They have to manage to capture the spirit of the company and give it an appealing image. But if the logo is wrong, the whole company can fall apart.

You may like to see yourself as someone who cannot be influenced by such transparent marketing methods. But, just for the sake of argument, imagine that you are thinking of buying a new handbag – for yourself or as a present. One of them has the Chanel logo and one does not. Which one would you buy?

Unit 7

Titles. Slogans

The first thing readers see in your paper is the title. (In a title all words are capitalized, except “the”, “a”, “an”, and short prepositions; but the first word is always capitalized, no matter what it is. Some newspapers capitalize every word in a headline.) In expository writing the title should make the main topic perfectly clear. Since EXPOSITION means “telling what something is or something does”, the title should make everyone see right away which something is involved. For instance, the title of this section here is “titles”.

There are several kinds of titles you wouldn't want to use. ROUTINE titles are the ones that announce that you're just carrying out a routine assignment, and you don't really care if anyone knows what it's about. Routine titles turn up in many places – in an English class, in a business, or wherever. These titles suggest that the topic doesn't matter, because nobody would want to read it anyway:

1. This Week's Theme for English 101.
2. My Comparison and Contrast Paper.
3. Quarterly Progress Report from Division 3-J.

Throw all such titles out, or at least put in some indication of what your specific topic is:

- 2a. Comparing High School with College.
- 3a. Quarterly Progress Report on Miniature Wire Circuits from Division 3-J.

VAGUE titles are also very bad. They are so empty and general that they don't let on what the paper is about, such as:

4. People
5. Life
6. Our Times

To fix these, you should again put in some indication of what your specific topic is:

- 4a. People Facing a Serious Illness.
- 5a. Life in a Small New England Town.
- 6a. Living with the Threat of Nuclear War in Our Times.

MELODRAMATIC titles are also not very good for expository writing. If you're supposed to explain something, don't overdo your title in trying to grab attention, as in:

7. The Absolutely Strangest Fact I Ever Did Hear About Crocodiles.
8. Dirty Work in the Transmission Shop.
9. A Terrifying Surprise from a Defective Coping Machine.

To fix these, be more matter-of-fact and tone them down-as in:

- 7a. A Strange Fact About Crocodiles.
- 8a. Troubleshooting in the Transmission Shop.
- 9a. Repairing Your Defective Copying Machine.

LONG and CLUMSY titles waste people's time. If the title is too wordy and complicated to reveal at a glance what your paper is about, people might not bother to read the paper. Look at these:

10. Some Ideas I Have About the Best Way to Grow Tomatoes.
11. A Few Preliminary Remarks on the Subject of Occupational Therapy.
12. My Views on the Way You Should Go About Installing Air Conditioning.

To fix these, cut out the extra words and keep just what you need to indicate the topic:

- 10a. The Best Way to Grow Tomatoes.
- 11a. Occupational Therapy.
- 12a. Installing Air Conditioning.

You can get away from all kinds of bad titles if you just follow this strategy: use a specific title that makes your topic clear.

You don't have to try to be as short as possible. The point is to be no longer than necessary.

Exercises:

1. Active vocabulary:

The title, to be capitalized, expository writing, for instance, routine title, a routine assignment, vague title, indication, specific topic, melodramatic title, long and clumsy title, to reveal, wordy and complicated, a glance.

2. Give English equivalents for the words from the active vocabulary list:

Заголовок, запутанный, привлечь внимание, тратить время попусту, читатели, вовлекать, объявлять, признак ч.-л., следовать стратегии.

3. Questions for discussion:

1. What does exposition mean?
2. What is a title?
3. Why do long and clumsy titles waste people's time?
4. What are several kinds of titles you wouldn't want to use?
5. What do melodramatic titles mean?

4. Only a few titles in the following list are good.

Mark the good titles with G. Mark the bad titles with R for "routine", V for "vague", M for "melodramatic", or L/C for "long and clumsy". Then fix them. Use your imagination to supply missing information.

1. New Trends That Are Happening These Days in the Kind of Clothes People Are Wearing in New York City.
2. My Story for English.
3. How to Fix Your Dishwasher.
4. Something I Thought of...
5. Weekly Update.
6. Let's Get It Right When We're Going to Service a Garbage Disposal.
7. Foul Play in Chicken Farming.
8. The Easy Way.
9. Treating Nervous Tension.
10. The Grisly Death of Your Car Battery and Your Heroic Success in Getting Your Car Started Anyway.

5. Find an interesting article in a magazine or newspaper that you think has a good introduction. Cut off the title, sub-headings and first paragraph. Exchange these with a

partner. Discuss what you would expect to read about in your partner's article. Then read the whole of your partner's article.

6. *Some texts, particularly newspaper articles or reports, have headings so that the reader can quickly skim through and get a good idea of the content. The following newspaper article has five paragraphs, but the headings have been removed.*

Read it and write your own title for each of the paragraphs.

SUCCEEDING IN TITLE ROLE

Magazine circulations are in the millions an advertising revenue is rising despite the growth of TV and electronic media, reports David Short.

- A. Print is not dead yet – at least not. Despite ever-growing competition from television and electronic media, a new report shows that worldwide advertising expenditure in consumer magazines has doubled over the past decade.
- B. The report also shows that many magazines in Europe continue to enjoy circulations in the millions, despite the ever-growing number of television channels, whether cable, satellite, terrestrial, analogue, or digital, and the incursion of the Internet. And new French research has revealed that magazines are still powerful tools for owners of brands.
- C. Advertising expenditure worldwide was £225 billion last year, according to the report World magazine Trends. £32 billion of this, or 14%, was taken by magazines. In Europe, the share of consumer magazine advertising expenditure was £12 billion or 21% of an estimated overall spend of £57 billion. But the share has dropped in the past 15 years from 30 per cent, with decline having been particularly severe in Belgium and Germany where commercial television was introduced relatively late.
- D. However, the types of magazines which Europeans choose to flip through still varies dramatically according to country, with few signs that the European magazine with a common title is making inroads across nations. Interests which can

create top-selling titles in one country are nowhere to be seen in the circulation lists of others.

- E. But whatever their relative importance across Europe, magazines have one real advantage over broadcast media. For advertisers such as tobacco and alcohol producers, which are barred or severely restricted on television in some countries, magazines remain a safe haven for their messages.

7. Read the text

SLOGAN is a laconic (short easily-remembered) phrase that expresses the essential idea of an advertising message.

Look at the list of old and contemporary slogans.

- DOMESTOS KILLS ALL KNOWN GERMS.
- HAVE A BREAK – HAVE A KIT-KAT.
- COKE IS IT
- SHAKE AND VAC AND PUT THE FRESHNESS BACK.
- A MARK A DAY HELPS YOU WORK, REST AND PLAY
- THE BANK THAT LIKES TO SAY “YES”
- THE LISTENING BANK
- ALL ROUND THE HOUSE SPRING CLEAN WITH FLASH
- ALL BECAUSE THE LADY LOVES MILK TRAY
- SNAP, CRACKLE AND POP
- A MILLION HOUSEWIVES EVERY DAY PICK UP A CAN OF BEANS AND SAY BEANZ MEANZ YEINZ.

The slogans you have been exploring come from different eras, from 1950s to the present day.

Unit 8

Leaflets, brochures, infosheets

Leaflets and brochures are printed documents, usually illustrated, distributed free. As a rule, brochures are thick, highly illustrated booklets. Leaflets are often single sheets of paper, often folded in three, with a balance of text and illustration.

Information sheets (infosheets) are also usually single sheets of paper, not folded, with few or no illustrations. Infosheets and leaflets are sometimes called “handouts”.

How to write a leaflet?

A good leaflet is one that makes people want to pick it up and read it. So it must look good.

TITLE AND HEADINGS – give your leaflet an eye-catching title; break the text into short sections with appropriate headings.

TEXT – short and light; avoid very heavy, complex sentences and long blocks of prose.

LETTERING – headings and titles should be big and attractive.

LAYOUT – should be visual. Lists can be presented in columns, with items either numbered or marked, as here, with an asterisk.

Before you write

Make sure you know who you’re writing the leaflet for, and why. Are you trying

- to sell them something?
- to persuade them to do something?
- to warn them about something?

Making notes and writing

1. Write down everything you want to include.
2. Group these ideas into sections.
3. Give each section a heading; reject any ideas that don’t fit.
4. Decide on the order of the sections.
5. Think of a good title (or do this at the end – but leave space!).
6. Write.
7. Check and revise. If you have time, rewrite.

Exercises:

1. Active vocabulary:

Leaflets and brochures, distributed free, illustrated booklets, single sheets of paper, Information sheets, handouts, an eye-catching title, long blocks of prose, an asterisk, appropriate headings, revise, rewrite.

2. Give English equivalents for the words from the active vocabulary list:

Как правило, ценность, убеждать, нумеровать, включать в себя, толстый (полный), проверять.

3. Questions for discussion:

1. What’s a leaflet?
2. How to write a leaflet?
3. What is a good leaflet?
4. What are information sheets?

4. Next year, for the first time, a large group of English-speaking people will be joining your college for one year. On behalf of the students, write an information sheet that welcomes them and tells them briefly something about the organization and the facilities it has to offer. Include some advice about how they can best fit in and enjoy their stay.

5. You have been asked by a travel agency to prepare a leaflet giving British tourists general information about the different regions of your country, mentioning any places of interest particularly worth visiting.

6. Writing a tourist brochure

A tourist brochure combines information with advertising. The brochure informs tourists about a town or region, but above all it aims to persuade tourists to come and, when they have come, to

enjoy themselves (and spend their money). Which of these two texts is the introduction to a tourist brochure?

WELCOME TO SNOWDONIA

Wales is a land of mountains, which rise to their highest point in the Snowdon Range. Snowdonia, as this mountainous region is called, is protected as a National Park, thus preserving for ever one of the greatest attractions in the British Isles. The mountains are intersected by fast-flowing rivers and a number of beautiful lakes.

WELCOME TO SNOWDONIA

Any visitor to Snowdonia can enjoy the attractions of mountains and the sea: along the coast there is a modern resort for every holiday need, and inland a lot of charming centres conveniently situated for the exploration of mountains and valleys.

There are also attractive villages with friendly pubs and historic country towns, all are within easy reach for shopping and sightseeing. Take a trip to the Welsh mountains, lakes and coast in this fascinating and historic region.

- A. What is the difference between the first and the second text?
- B. Does the second text include any facts that are absent in the first?
- C. Why is the second text longer than the first?

7. Read for full understanding.

Using the language of senses

Lots of people in spite of their extensive reading vocabulary, restrict themselves in their speaking and writing to a smaller vocabulary. Such people seldom range beyond words like “funny, get, bad, also, say, come, go, ask, try, make, keep, like, hate, want, pretty, strong, weak” and a few hundred more.

Such a limited speaking vocabulary is good enough to transmit immature thought in a children and careless manner, but for the expression of mature thought with precision, charm and beauty such a vocabulary is clearly unservicable.

To be able to persuade people to believe you, to arouse their interest and desire to buy a product, you should enrich your vocabulary with a great variety of appropriate words.

Unit 9

Posters. Outdoor advertising

Poster is a printed sign, usually a large one, which is shown in a public place. Its purpose may be to announce an event or to advertise something. There are travel posters, posters for art exhibition and political posters.

Posters developed from printed notices which were stuck on walls. As printing methods developed, it became possible to produce colour prints. This was the beginning of the poster as we know it today. Posters became more colourful and pictures were used to express the idea. The text grew less important.

The first modern colour prints began to be produced around the year 1850. In the second half of the 19th century poster art became a powerful medium. It was used to advertise the amusements of the day and the new products that poured from the factories. Posters reflected the social changes of the industrial age.

Humorous posters have always been very popular. The unusual, the astonishing catches the attention of the passer-by. Advertising experts say that if people do not take in a poster in two seconds, it is not a good one. Posters are often used as means of propaganda. They can be a vivid commentary on different events in the history of the country. Some of the most effective political posters have been designed to protest against the atomic bomb. One of them had a single word: No! and a great mushroom cloud of skulls.

There is a great variety of modern outdoor advertisements: air hoardings (Br E), billboards (Am E), banner, sandwiches, sky-writing and others.

Sheila, the Australian perfume that kills flies, was a great success. A lot of people wanted to buy it – so many, in fact, that the product may now be created.

Described as the first Australian perfume, “Sheila” was invented for a market research project. Posters showing a perfume bottle with small glass corks dangling from the cap could be seen on bus shelters all over Britain for two weeks this spring.

The slogan “Also Kills Flies” should have made it clear that the advertisement was a joke. “We wanted people to understand that it was not a real product, so we put the slogan on”, said Francis Goodwill of More O’Ferrall, the company that designed the campaign. “We couldn’t believe that anyone would take it seriously”. He told SPOTLIGHT: “Normally, advertising promotions use both television and posters, and it’s very difficult to isolate the impact of just a poster campaign. This is what we were trying to do with “Sheila”. It was part of a research project”. The idea of dabbing perfumed fly repellent behind the ears attracted potential customers. Shops had so many requests for the product that several toiletry companies are now considering creating it. “This could be the first ever example of the advertising coming before the product”, said Goodwin.

New York seems a landscape not of buildings alone but of words. From all sides, insistent on hoardings and shopfronts and the facades of the buildings, words jump out at one – signs, commands, warnings, names, slogans, jingles, the catchwords of advertisers – and here again there is a Roman flavor. Here is the Lubritorium, for the service of motor-cars, the Giftorium, for the purchase of gifts, the Bowlatbrium, the arena where the popular game of bowls (otherwise skittles) is played.

Cinerama, of course, is familiar; not so Burgerama, for the purchase of hamburgers; Icearama, for skating; Frigerama, for the purchase of frigidaire; Motorama, for that of motor-cars. There are the Bustorama and the Sexorama and the Thrillarama, the Bargainorama and the Birthdayrama and the Juniorama. Affecting a different but similarly classical suffix are the Beauteria, the Gasteria, the Steakateria and the Donuteria.

The minor shrines of New York are its drugstores, which cater without discrimination for the needs of the human body. Drugs, Lunch, reads the notice above it. Vaccines, Hot-dogs, Biological Milk Shakes, Perfumes are indiscriminately purveyed. Choose between a Hot Butterscotch Fudge Sundae and a Glycerine

Suppository. The conflict of smells between antiseptics and sausage-meat makes one squeamish, but to the logical American mind, there appears to be no such conflict, each contributing its share to the same task of maintaining the body. On the highways the notice above the gasoline station, Fuel Food, suggests equally no incongruity.

Roman flavor – suffixes that give the word a Latin sounding: “lubritorium”, derived from lubricate (to oil) by analogy with auditorium, sanatorium, etc. frigidaire written with a small word means “any refrigerator”, with a capital letter (Frigidaire) – a trade mark.

Gasteria derived from gastronomy plus the Spanish suffix “eria”. A food store. Similar way: cafeteria, bookateria, groceteria, smoketeria, shaveteria. A Hot Butterscotch Fudge Sundae – an ice cream.

Exercises:

1. Active vocabulary:

To announce, art exhibition, political posters, to be stuck on, reflect, a vivid commentary, to isolate the impact of, the catchwords of advertisers, hoarding, warning, drugstore, indiscriminately, roman flavor, derived from, a trade mark.

2. Questions for discussion:

1. What ideas did the posters reflect in different periods of social development?
2. What are examples of hoardings, neon signs, banners, sky-writing, sandwiches?
3. What message does the perfume poster convey?
4. What are the objectives of the advertising in your country?
5. Are there any classical suffixes commonly used in the slogans, signs, names, catch words of advertisers in the Russian language?

3. Pair work

Look at the posters advertising a student debate. Discuss what each of the posters means.

DO THEY NEED US TO SURVIVE?

PEOPLE BEFORE PROFITS: EMPLOYMENT FOR ALL!

HOSPITALS BEFORE HOTELS

CHARITY BEGINS AT HOME

SOCIAL SERVICES BEFORE SPACE RESEARCH!

HUMAN RIGHTS BEGIN WITH BREAKFAST?

1. What themes for advertising posters would you choose as the most effective? Choose the best one, think of the text for a poster. Make it with a partner.
2. Make a travel poster about your town. Think about places that visitors would like to see. Make up a slogan.

Unit 10

Sponsorship

Sponsorship is the financial or material support of an event, activity, person, organization or product by an unrelated organization or donor. Generally, funds will be made available to the recipient of the sponsorship deal in return for the prominent exposure of the sponsor's name or brands.

A decade or so ago sponsorship in the arts became an established form of funding for individual performances, tours, whole seasons or exhibitions; indeed some theatrical companies and galleries came to depend on it. Many orchestras, ballet, opera or theatre companies, museums and art galleries would not have survived in the face of declining government subsidies for the arts had it not been for corporate sponsorship. Sports were soon to follow, as numerous football teams found that gate receipts and pitch advertising revenues were no longer adequate to cover wage bills and operating costs.

The popularity of corporate sponsorship has grown dramatically: few leading sports or arts events are without corporate sponsorship used to be a tool of public relations and the domain of public relations consultancies. Increasingly, it is a specialist area and a separate that sponsorship is prominent only in sports and arts world. Universities and colleges, hospitals and scientific research seek sponsorship for students, technical equipment, building, etc. No matter what area, if a company believes its brand reputation will be enhanced and its brand awareness improved by its involvement with an organization an event, sponsorship becomes an important element in its promotional mix. Sponsorship recipients and donors must be certain of each other's ethics, image, and reputation.

The sponsor cannot risk becoming involved with an event or organization which has a risqué reputation and unprofessional management; such a situation threatens the sponsor's reputation and brands. The recipient, too, needs to be wary of the donor's image and reputation. Reputable partnerships are essential.

Exercises:

1. Active vocabulary:

Sponsorship, unrelated organization, the recipient, advertising revenues, public relations consultancies, technical equipment, awareness, to be wary of the donor's image, Reputable partnerships.

2. Here are the extracts from the advertisements of the car makes. Read them. What methods of persuasive advertising are used here? What stylistic devices does the advertising language suggest in them? What are the benefits of each model?

- a.if any one vehicle is capable of reducing stress, it is this luxurious car make in which you can escape in comfort; for a week or a weekend. The car is unique: a vehicle of amazing capacity but with the handling manners of a small sedan. Independent front suspension allows you to feel the road without feeling too much of it.
- b. ...the sound system of this car is something you've got to hear with your own ears. With six speakers surrounding you, be prepared to be transported even before you fire the engine. Its three-liters turbo-diesel delivers more power than anything else in its class.... Dial A Trial: to arrange a test drive or for further information feel free to contact us!
- c. ...it is attractive. Who could resist its good looks? Reliable, too. Like any good mate, it's protective. It will get you where you want to go. And stops when you want it to. (Thanks to servo-assisted brakes...) And best off all, it's available. Now. ...To make a date with the new car, visit your local dealer.
- d. ...from the outside, the car gave little away. Inside, it was like stepping into a friend's room. When I took over, I was surprised by the car's intuition. It was as if we were conversing. I felt confident. ...I didn't realize we were going so fast. Love makes you blind I was reluctant to hand her (the car) back.

- e. ...The quality of the car and its running quality have been considerably improved. One example of the changes is the differential, which has an entirely new system. The car is equally at home on rough terrain and highways. Look for one, near you, soon.

3. Choose the best word to complete the sentence.

1. We need a name for the product which will.....to teenagers.
 - a. draw
 - b. appeal
 - c. attract
2. With effective advertising a company can become aname.
 - a. home
 - b. home-made
 - c. household
3. The first thing an ad must do is.....the reader's eye.
 - a. catch
 - b. reach
 - c. find
4. During the commercial, there was an advertisement for a new teenagers' magazine.
 - a. pause
 - b. break
 - c. interval
5. We do the art work while he writes the...for each advertisement.
 - a. media
 - b. copy
 - c. copyright

6. Advertising on TV is very expensive duringviewing hours.
 - a. high
 - b. big
 - c. peak
7. The advertising copy is probably the most common form of.....
 - a. promotion
 - b. media
 - c. Design
8. The article mentions a number of different.... – cigars, yoghurt, and jeans, for example.
 - a. gadgets
 - b. products
 - c. staff
9. Benetton succeeded in creating a truly international
 - a. company
 - b. production
 - c. campaign
10. We did a lot of research to ensure that the advertisement would appeal to the.....audience.
 - a. goal
 - b. aim
 - c. target
4. You are to prepare an advertisement of a wonderful property for sale. With your partner think of a detailed description of the property for the interested prosperous customers. Include in your description:

Size	Year build
Location	Number of rooms
Style	Grounds

PART II

Unit 1

A marketing plan

Think of how much advertising you run into every day. Magazine ads, television, radio...in some places you'll even find advertising in bathroom stalls!

You must make a marketing difference. You need a strategy. You have to be distinct.

So just how do you stand out from the competition? It's a long, well-thought out process. And it begins with your marketing plan.

There are several key factors you must identify to make your marketing plan a strong one:

- Who are your potential customers?
- What's the most effective way to inform your potential customers?
- What do your customers want?
- How can you position your product/service in an appealing manner?
- Look closely at your target market. What's their age, sex, profession, income level, educational level and residence?

If you're selling \$70,000 vehicles, it really is a waste of time to target an audience who's making minimum wage. Sure, they may come by the dealership and test drive the car. But will they be able to afford the payments? It may sound like a cold way to approach your marketing strategy but, after all, you're in business to make money.

Learn all you can about your competitors:

- Who are your nearest direct and indirect competitors?
- What are their strengths and weaknesses?
- Analyze market research data.
- Now compare your product/service to your competition:
- Is there a demand for your product/service?
- What are the similarities and differences between your product/service and the competition?

- Assess the unique features of your product/service.

Once you identify how your product/service is different, you can begin your description. Emphasize the special features.

Hit your selling points. Is your product easier to use, faster, smaller, cheaper?

You know your company provides a product or service that's better than your competition. Now you're ready for the sources of your marketing plan. Your marketing budget includes:

- Advertising and promotional plan
- Costs allotted for advertising and promotions
- Advertising and promotional materials
- List of advertising media to be used and an estimate of costs for each medium

You know how much you can spend now and just where you should spend it. You're ready to focus on your product's pricing strategy.

Write a brief description of your pricing techniques. Several elements can help you determine your pricing strategy:

- Retail costing and pricing (for retail businesses only)
- Competitive position
- Pricing below competition
- Price lining
- Multiple pricing (for service businesses only)
- Service components
- Material costs
- Labour costs
- Overhead costs

Overall, your marketing plan is designed to give you short- and long-term goals as well as a strategy to achieve those goals. Spend as much time as you need on your marketing plan.

It's a hashing out process that's a lot like a child. It will only be successful if it's given a lot of time and attention.

Exercises:

1. Active vocabulary:

key factor, potential customer, target market, income level, residence, a waste of time, to target an audience, minimum wage, to afford payments, market research data, to assess, an estimate of costs, medium, retail businesses, pricing strategy, short- and long-term goals, to achieve a goal.

2. Give English equivalents for the words from the active vocabulary list:

предприятия розничной торговли, достичь цель, место жительства, целевой рынок, стратегии ценообразования потенциальный покупатель, пустая трата времени, обратиться к аудитории, оценить, минимальная заработная плата, краткосрочные и долгосрочные цели, данные исследования рынка, смета расходов, ключевой фактор, позволить себе платежи, средство массовой информации, уровень доходов

3. Questions for discussion:

1. What key factors can you identify to make a marketing plan a strong one?
2. What should you know about competitors?
3. What is included into a marketing budget?
4. What elements can help you determine a pricing strategy?
5. When will a marketing plan be successful?

4. Read the text below and put the sentences (a-f) in the gaps. There is one extra sentence.

- a) It depends on the type of product and service that you'll be selling.
- b) If you want to turn your ad strategy into sales, evaluate your idea from every possible angle.
- c) Carefully select a name for your company.
- d) Don't just choose red because it's your favorite colour.

- e) Develop your message to help customers identify your business.
- f) There's always room for improvement and more sales as business evolves.

Start-up's ad strategy

Your ad strategy should begin before you even put the "Open" sign in your window. Getting ready for customers starts with the decision that you're going to open up your own business. The success of your campaign depends on the following key factors.

Develop your message

Know what you want to tell customers about your business. Let's say you want to open up a furniture store. Do you want to be known as the discount furniture store or the upscale furniture store? Do you have a large inventory or select pieces?

(1) A vital tool in developing your message will also come from your marketing plan.

Consistency in look

The colours you choose, your logo and all of your materials should be consistent. (2)

Take this major decision one step further. Companies spend a lot of time and money on developing their look. No matter what the size of your company, you should too.

McDonald's is known for its golden arches. Home Depot is known for its bright orange. You've got to think about how you will brand your company right from the start.

Your logo's look, the font size and type you use, even your slogan should be consistent from the business cards you have printed to the front door your customers will be opening.

Identify your competitors

What other businesses in your area will you be competing with for the customer's dollar? Identify those competitors and your differentiators.

What makes your company better? What makes their company better? Take your company's strong points and use them to

attract customers. Take your company's weaker points and see how you can improve them to fill those gaps.

Even when your company takes off, continue to analyze your differentiators.

(3)

Know what's in a name

You're opening your own gardening center. Why not call it Al's? That's your name after all and you've always wanted to have your own business named after yourself.

But who is Al? (4)

When people see the word "Al" on a sign, are they going to know who that is and what that company does? It takes a long time to establish a business and your company's name needs to identify what it is you do.

Al's Garden Center is an improvement. But if you really want to make an impact, choose something that's more direct. The Green Thumb. The Plant Place. Remember, you want your business to last for years to come and this decision is as important as naming your baby.

Take Wendy's, for example. Founder Dave Thomas wanted to name a restaurant after his daughter Wendy. But even today, when most consumers simply call the business Wendy's, the official logo still reads, "Wendy's Old Fashioned Hamburgers."

Opening your doors

What's a good time to open your business? (5)

Opening a garden center in the winter isn't going to bring in a lot of grand opening sales. Open your prom dress shop in the summer and you're going to miss out on that year's prom season.

Figure out what time of year to open your company that makes the most sense. You want to take advantage of the crowds for grand opening events and sales. Bottom line is, you wouldn't open a sled shop during beach season.

Unit 2

Small budget advertising

Whether you're just starting your business or you're on a budget diet, there are still ways to bypass high cost advertising.

Budget publications

This includes weekly shoppers, free local TV guides, newsletters, community papers. These publications are targeted toward a specific audience with relatively low ad rates. You're looking at a small market segment either geographically or by the consumer's special interests.

Classified ads

Weekly newspapers, metropolitan dailies, national magazines. Readers in these areas may not be looking for your product, but your ad will be seen by individuals who are looking for specific information.

On that note, classified ads need to be written in a clear and simple manner. Only feature one product/service per ad. If you offer more than one product, consider running a separate ad for each product you want featured.

Handbills and fliers

While you may not want to distribute handbills on the street yourself, you can hire a high school or college student to do the grunt work for you.

There are even distribution services you can hire at a low cost to pass these handbills out. You'll still save money on your advertising and it only takes one customer to make up for the cost.

You can also post fliers on bulletin boards, put business cards under windshield wipers, hang ads on doorknobs and pass out your promotional materials in office buildings.

Another place you might want to consider distributing these materials is at a trade show for your specific industry. Think of all the targeted prospects that are right there at your fingertips!

Co-op advertising

A lot of companies overlook one of the easiest ways to get your name out there. Co-op advertising is a program in which several businesses take in the expense of advertising by advertising together.

Say you're in the interior decorating business. You can co-op with furniture companies, carpet dealers, etc., to reduce your advertising cost and increase your exposure.

Advertising doesn't have to be expensive to be effective. It can make or break your business...but it doesn't have to break your bank account in the process.

Exercises:

1. Active vocabulary:

small budget advertising, high cost advertising, budget publications, weekly shoppers, local TV guides, newsletters, community papers, dailies, handbills, hire, grunt work, a low cost, at your fingertips, co-op advertising.

2. Give English equivalents for the words from the active vocabulary list:

ежедневная газета, рутинная работа, низкая стоимость, руководители местного телевидения, малобюджетная реклама, дешевые издания, информационный бюллетень, общественная газета, распечатки, в ваших руках, нанимать (на работу), реклама нескольких компаний, дорогая реклама, еженедельная газета о товарах одной компании.

3. Questions for discussion:

1. What possible ways of small budget advertising do you know?
2. Who are budget publications targeted toward?
3. What periodicals are classified ads printed in?
4. How are handbills and fliers distributed?
5. Why do companies cooperate in advertising?

4. Read the text below and put the sentences (a-f) in the gaps. There is one extra sentence.

- a) Combining sight and sound should spark your viewers' emotions and help them identify with your product.

- b) Here are even more reasons why you need to advertise your business.
- c) However, there are no words more important than your call.
- d) In fact, TV is a very affordable medium that can increase your company's profits greatly.
- e) Potential customers should be able to hear your message even if they're not in the room to see it.
- f) Audio and video go hand-in-hand.

Television advertising: sights, sounds & sales!

Most companies look at television commercials as an advertising vehicle for "the other guy." The corporate giant. The big business with lots of disposable cash. (1)

Before you make an investment in television advertising, there are certain key elements you need to consider. Once you understand the process of writing, creating and producing a commercial, you're ready to hit the airwaves.

Effective TV commercials merge video and audio into a powerful sales tool. But don't think one is more important than the other. (2)

For example, turn down the volume on any commercial. You should be able to identify the benefits of purchasing a product just from the video.

The same holds true for audio. Close your eyes and listen to the announcer. If the audio doesn't explain the product in detail, then the commercial isn't effective. (3)

Always use a strong audio and video combination when creating your own commercial.

Say you're selling a handheld vacuum cleaner. Your video could actually demonstrate the product vacuuming the stairs, hard to reach places and inside a car. You'd also use video to show someone struggling with a regular, bulky vacuum cleaner - fussing with cords and heavy equipment.

Use your audio to explain the advantages of owning your product. You'd use words like "convenient, portable, lightweight."

(4) to action. What do you want your viewer to do? Tell them to call now. Order now. Visit their local dealer.

Your video must match your audio to drive home your selling points. For instance, you wouldn't want to see video of a woman struggling with a large vacuum cleaner while you hear audio claiming, "Our handheld vacuum cleaner is great for cleaning the inside of your car!"

Your message gets distorted. The viewer gets confused. And you lose the sale.

Think of television as an intimate medium. If you're advertising a restaurant, don't just use a shot of your building's exterior. Use a close-up of your food in your commercial. And show people eating your food. If you're producing a Public Service Announcement (PSA) about drunk driving, don't just use a shot of a crowd of people at a funeral. Show a tear streaming down a child's face.

(5) And if they can identify with your product, you're more likely to get the sale!

Unit 3

Writing headlines

Creating advertising headlines that get noticed

Before you are writing headlines for advertisements, take a quick test. Flip through a magazine, newspaper or even visit a website and read a few stories.

How did you make your decision on which stories to select? It wasn't the fancy opening sentence or the little picture that went along with the article.

The headline and maybe even the subhead made you want to read or even ignore the story. The same rule applies for print advertising.

Consumers scan headlines before committing to reading the entire ad. If you haven't written a powerful headline, your print ad copy might as well say, "blah, blah, blah," because it's not going to be read. Writing your headline is one of the most important factors in writing your print ad.

An effective headline doesn't just pique your reader's curiosity. It hooks them. They are drawn into the ad, compelled to read more.

There are many approaches you can take to write a solid headline. Explore these various methods for every print ad you create:

Be direct with an offer or guarantee

Headlines don't have to be complicated. If you have a special offer that will lure customers in, don't think you have to spend hours trying to create a witty, humorous headline to go along with your ad copy.

Sample headlines from print ads:

- ✓ 30 Free Digital Camera Prints from Snapfish (Print ad for: Snapfish)
- ✓ Take a 30-day test drive and decide for yourself. (Print ad for: Escort Radar)

Make a statement

These are the popular-type of headlines you usually see in print ads running in national magazines. Sometimes they're creative and catchy. Sometimes they're just a couple of short words. Sometimes they're a sentence or two. Magazines are loaded with these headlines.

This is why a lot of people think you must write this type of headline in order for your ad to be a success. That isn't always the case, of course. Knowing your market, your products and what exactly it is you're trying to sell will help you determine if using a statement as your headline is right for your ad.

Sample headlines from print ads:

- ✓ Be One in a Million, Not One of a Million (Print ad for: Pantene Pro-V)
- ✓ Pricey Ink Stinks (Print ad for: Kodak)

Use news in your headline

If your ad is introducing a new product to the market or an improvement on one of your existing products, you can use that news in your headline. *Introducing, Finally, Announcing, Now* and *New* are popular choice words you'll find in these types of headlines.

Sample headlines from print ads:

- ✓ In a Perfect World, Your Baby Would Always Be This Protected. New Good Start Natural Cultures (Print ad for: Nestle Formula)

The question (and sometimes answer) headline

The question and answer format can easily be overdone in advertising. A question's wording can also run the risk that your potential customer can answer the question with a "no" and they'll skip reading your ad. Carefully choose your question so you don't lose your reader right from the start.

Sample headlines from print ads:

- ✓ Do your plans include having another baby in the next five years? (Print ad for: Mirena)

- ✓ How do you heal dry skin? Use a lotion that's actually attracted to it. (Print ad for: Curel Ultra Healing Intensive Lotion)

Note that not all question headlines have the answer in the headline and they don't have to be straightforward questions that rely on a "yes" or "no" answer. You can be creative with your questions and this can also help you avoid the question headline that allows your potential customers to easily answer "no" and move on to the next ad.

Sample headlines from print ads:

- ✓ From Scratch? It'll Take 15 Minutes to Find Out if You're Out of Garlic. (Print ad for: Ore-Ida Roasted Potatoes)
- ✓ Why use fake flavors and additives when you can use lemongrass and coconut? (Print ad for: Kashi)

Show the benefits

You know there's a benefit for customers choosing your product over your competitor's. Putting the benefit(s) right into your headline can immediately capture the reader's attention.

Sample headlines from print ads:

- ✓ We have twice the antioxidant power of orange juice and we help protect your immune system. (Print ad for: Welch's 100% Grape Juice)
- ✓ Once-monthly Boniva builds bone density to help keep my bones strong and healthy. (Print ad for: Boniva)

Use testimonials

Your headline can be straight from your customer's mouth. Testimonials aren't as popular as other types of headlines but they can be very convincing for a potential customer to keep reading.

Sample headlines from print ads:

- ✓ "I've relied on Lexol products for 30 years." (Print ad for: Lexol)
- ✓ "My Ultra is 9 years old and still looks and works as good as new." (Print ad for: Ultra wet Grinders)

Create a how-to

Using a how-to headline is found more in newspaper ads these days as opposed to print ads in magazines. Using a how-to headline like, "How to Stop Smoking in 2 Weeks," can give your ad a lot more mileage than, "Quitting Smoking is Hard."

This can be a very easy headline to write if your product is right. These headlines don't have to sound like a how-to instructional book either. They can be creative too.

Sample headlines from print ads:

- ✓ How to Get Results Super Fast with New Xomax (Print ad for: Xomax)

Share the reasons

Reasons are another quick way you can come up with a good headline. In fact, a headline that states the reasons can help jump-start your entire ad. You state there are so many reasons why your company is this or your product is better than that and then the body of your ad copy backs up those numbered reasons.

Sample headlines from print ads:

- ✓ Here are 200 Reasons Why Coldwell Banker Properties is £1 (Print ad for: Coldwell Banker)

Try writing your headline from a variety of these approaches. You don't have to narrow your list all the way down to just one headline.

You can always run an A/B test to see which headline is pulling in more consumers. Run one ad in one magazine with your first headline and change the headline for the second magazine.

Exercises:

1. Active vocabulary:

look through, make your decision, to select, a headline, a subhead, print advertising, consumers, pique reader's curiosity, approach,

complicated, witty, catchy, potential customer, capture the reader's attention, convincing.

2. Give English equivalents for the words from the active vocabulary list:

остроумный, принять решение, убедительный, потенциальный покупатель, завладеть вниманием читателя, подзаголовок, печатная реклама, потребитель, возбуждать любопытство, подход, сложный, привлекающий внимание, просмотреть, заголовок, выбрать.

3. Questions for discussion:

1. What is one of the most important factors in writing a print ad?
2. Why is it necessary to write a powerful headline?
3. How do you make your decision on which stories in a newspaper or in a magazine to read?
4. What methods can be used in writing a powerful headline?
5. What features of every method can you distinguish?

4. Match the headlines with the method taken to write them.

1. Be direct with an offer or guarantee	
2. Make a statement	
3. Use news in your headline	
4. The question (and sometimes answer) headline	
5. Show the benefits	
6. Use testimonials	
7. Create a how-to	

8. Share the reasons	
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- a) How to Destroy Canada's Ancient Boreal Forest, in 3 Easy Steps. (Print ad for: Greenpeace)
- b) Want to Know How to Make Kids Happy? Look Inside. (Print ad for: Kraft Singles)
- c) Our Best Rates Guaranteed. (Print ad for: Hilton Hotels)
- d) The List of Reasons to Use the Body Journal is Endless. But It Starts Here. (Print ad for: Body Journal)
- e) Uncomfortable? Comfortable. (Print ad for: Dulcolax Stool Softener)
- f) Their point and shoots would miss and miss. Then the Nikon D40 came to town. (Print ad for: Nikon)
- g) We've Always Helped You Rock. Now We Help You Roll. (Print ad for: XM NavTraffic)
- h) 6 Ways Chevrolet is Better (Print ad for: Chevrolet Used Cars)
- i) New Southwestern Style Veggie Cakes (Print ad for: MorningStar Farms)
- j) Is it a vacuum cleaner that kills germs? Or a germ-killer that vacuums? (Print ad for: Halo Vacuum Cleaner)
- k) Less Sugar. Still so good. (Print ad for: Yoplait Kids)
- l) "I Use usaa.com to Manage My Accounts Every Day." (Print ad for: USAA)
- m) 40% Off Cards (Print ad for: winkflash)
- n) "A '14' on a Scale of One to Ten. It's That Good." (Print ad for: Zon)
- o) Stop. Rinse. Play. (Print ad for: Mr. Clean AutoDry Carwash)
- p) My, What Strong Teeth You Have. Orbit Extra Helps Fight Cavities, Strengthens Teeth (Print ad for: Orbit Gum)
- q) Are the Hairs on the Back of Your Neck Begging for Exercise? (Print ad for: Ford Flex)

Unit 4**Five materials every copywriter should know how to write**

If you're new to copywriting, you may feel overwhelmed by all of the advertising media you're learning to write. Whether you're searching for a job as an ad agency copywriter or a freelance copywriter, these five advertising basics give you an introduction to copywriting.

1. Print ads

Spend some time learning about print advertising. When you understand what makes a print ad effective, you can move into learning about other print media like flyers, yellow pages ads and newsletters. Writing print ads is also an easy way to create samples for your portfolio.

2. Brochures

Don't just sit down and try to write a brochure. Learn the fundamentals such as how the brochure fits into the buying process, if the brochure will stand alone or be tied in with other ad media and what the selling points will be. Get to know the five types of brochures and you're on your way to creating a powerful brochure.

3. Direct mail

Writing direct mail expands upon your new knowledge of writing brochures. Direct mail is not one specific package of materials. In other words, not every direct mail package is the same. Some may include a sales letter and response card. Others may include a sales letter and brochure. Getting familiar with direct mail helps expose you to a side of advertising that some agencies specialize in exclusively. This can be invaluable knowledge to have if you discover you enjoy writing direct mail.

4. Commercials

Television commercials help you learn how to write audio to match video. Creating a 30 TV commercial script is an excellent lesson in copywriting. Your script has to time out perfectly, you incorporate audio and video with your copy and you also learn about the use of fonts, graphics and other effects in the commercial. This is

also a good time to learn about radio commercials while you're in commercial mode. You can easily use both TV and radio commercials as writing samples for your portfolio too.

5. Websites

Learning how to write copy for websites is a must for copywriters. Even companies that don't sell products online need a website so having and maintaining a website is something every company should be doing already. This is where you, as a copywriter, come in. You can also use website copy as a SPEC AD for your portfolio.

Don't stop now. These five aren't the only advertising media you should learn how to create. They're just a good primer to get you started.

Exercises:

1. Active vocabulary:

search for, freelance copywriter, print advertising, sample, package, response card, incorporate, font, mode, a must, primer.

2. Give English equivalents for the words from the active vocabulary list:

внештатный специалист по созданию рекламных слоганов и текстов, образец, набор (комплект), искать, включать (объединять), печатная реклама, ответная карточка, начальные знания, шрифт, требование, способ.

3. Questions for discussion:

1. What do fundamentals of writing print ad depend on?
2. What does direct mail include?
3. What is necessary to incorporate in commercials?
4. How can websites be used in advertising?

4. Read the text and do exercises:

Elements of effective print advertising

Print ads are an effective, affordable advertising medium you'll usually find in magazines and newspapers. If you're an ad agency copywriter, freelance copywriter or small business owner managing your own ad campaign, these elements show you how to write print ads that help you reach customers and get sales:

Headline

Your headline is the first line of copy your reader is going to see in your print ads. A strong headline will hook the potential customer and compel them to read more about your products and services.

1. Match the sample headline from print ads with the company it could promote:

1. How will it move you?	a) Hellmann's Real Mayonnaise
2. Help Make Bedtime Worry Free	b) GoodNites Sleep Pants
3. Power is Nothing Without Control	c) Pirelli Tires
4. It's time to say no to fake food	d) : Wii Fit

Subhead

You won't find a subhead in all print ads. A subhead is optional but its purpose is to expand on your headline and draw your reader in even further.

2. Match the sample subhead from print ads with its headline:

1. Print ad for: Enfamil Headline: For nine months, you protected him like no one else could.	a) Subhead: Introducing Lunchables Wrapz!
2. Print ad for: The Saturn SKY	b) Subhead: Now we're here to help.
3. Headline: All New	c) Subhead: Because customizing your home theater should also extend to your backside.
4. Print ad for: Lunchables Headline: Feed Their Wonder	d) Subhead: When was the last time you heard that, and it was actually true?
5. Print ad for: La-Z-Boy Headline: The La-Z-Boy Home Theater Collection.	

3. Match the sample headline and subhead with the company being advertised:

1. Headline: Hit Viruses Smack in the Face Subhead: Kill 99.9% of cold and flu viruses with Kleenex Anti-Viral tissues.	a) Advertising: Kleenex
2. Headline: A Better Tomorrow Starts Today Subhead: Become an Avon Representative	b) Advertising: Baby Orajel
	c) Advertising: Avon
	d) Advertising: Stove Top
	e) Advertising: Sta-Green Lawn Fertilizer

3. Headline: In the race against teething pain, 30 minutes is too long to wait... Subhead: Baby Orajel Wins	
4. Headline: Give 'Em a Reason to Come in Early. Subhead: It's a Good Night for Stove Top	
5. Headline: Going Green Starts Now Subhead: Create Your Own Masterpiece Today	

Unit 5

Five essentials for planning an effective brochure

Brochures can be a company's best friend. They can work in conjunction with your other sales literature. Or alone.

The first step to creating an effective brochure begins with the planning. These five essentials show you exactly what you need to do before writing the first word of your brochure:

1. Know your brochure's function in the buying process

Your product, the market, even your approach to how you want to make the sale are all major factors in how you write your brochure. Determine where your brochure functions in the buying process:

- Leave-Behinds - Named for the type of brochure you leave behind after meeting a potential customer.
- Point-of-sale - The type of brochure you may pick up while waiting in line at the bank.
- Respond to Inquiries - Someone asks about a specific product and you drop a brochure in the mail to them to follow up.
- Direct Mail - Your sales letter sells but you can also include your brochure into your direct mail package.
- Sales Support Tool - Similar to leave-behinds but you use this type as a selling aid through a sales pitch.

2. Know if your brochure stands alone

Some companies have one brochure for one product and that's it. Others use their brochure in combination with other advertising media (commercials, print ads, direct mail, etc.). If you're writing a brochure to be used with other forms of advertising, your content will be determined by the ad campaign.

For example, you've written the perfect direct mail package. Your sales letter covers the reasons your prospect has to buy your product now.

Don't follow up your direct mail masterpiece with a repetitious brochure. You've already convinced your potential customer that you have a great product. Now show them the benefits and features your product offers.

3. Know your audience

You've already determined where your brochure fits into the buying process. Don't forget to target that particular audience.

Decide what type of information this audience needs and write your brochure accordingly. You wouldn't want to write a respond to inquiry brochure the same way you'd write a sales support brochure.

4. Organizing your selling points

Think of your brochure as a book. It tells a story about your product/service.

Your brochure should have a beginning, middle and an end. And just like a book, most people will look at the front cover, back cover, maybe even flip through the pages to see if it's worth reading. How you determine the organization of your selling points depends on £3 - Know Your Audience. Once you've determined who's going to read your brochure, then you choose the approach that will best fit these readers.

For example, say you own a car dealership. You might want to write a helpful brochure like, "10 Things to Look for When Buying a Car." Now you can go into detail of what a customer should look for and how your company can help in the buying process.

This adds credibility to your company and the fact that you have this type of brochure could make the difference in whether you get the sale or your competitor does. After all, you were the one that wrote a helpful brochure your customer needed and used.

5. Complete, accurate and thorough information

Before you start hammering away at the copy in your brochure, take the time to really think about the information you want to include. Open up most brochures and you'll find lots of words. That's because brochures need to contain as much information as possible to get your potential customer to the next step - the purchase. Someone who is interested in your product will read every word of your brochure. However, your prospect will feed their paper shredder if you're not providing them with useful information - or worse - your copy is dull.

Exercises:

1. Active vocabulary:

in conjunction, essential, to make the sale, pick up, drop, commercials, sales pitch, masterpiece, repetitious, dealership, credibility, hammer away, the purchase, shredder, provide smb with smth.

2. Give English equivalents for the words from the active vocabulary list:

Снабжать, скучный, брать, опускать (в почтовый ящик), процесс продаж, вместе/сообща, шедевр, торговец, покупка, основные моменты, бумагорезательная машина, осуществлять продажи, доверие, разрабатывать, реклама.

3. Questions for discussion.

1. What does the first step to creating an effective brochure begin with?
2. What types of brochures can function in the buying process?
3. What advertising media do you know?
4. Is it necessary to target particular audience, when writing a brochure?
5. What is the structure of a brochure?
6. How much information do potential customers need to make a purchase?

4. Read the following text and fill in with the vocabulary items from the box below:

encounter, catchy, pick up, prospect, similar, decision, a rack of, on a whim, convince, sales pitch

Five types of brochures

When was the last time you bought something (1)? We've all been the victim of the impulse buy but, for the most part, we're informed consumers.

Brochures usually come into play so you can make a smart buying (2) As someone selling a product or service, knowing what type of brochure you need to advertise your products and services is critical to turning your potential customers into paying customers.

Leave – behinds

This type of brochure is named for the brochures you leave behind after meeting a potential customer. Write this type of brochure with a complete description of your product and its benefits.

Summarize your (3) to echo the one you just gave. Keep your words forever in their brain - or at least long enough to get them to buy your product.

Point-of-sale

These are best described as the type you might (4) while standing in line at the bank. You notice (5) brochures and it just so happens they're conveniently located right there for you to enjoy.

You didn't know you could get free checking if you bought a Certificate of Deposit. You take a brochure. You'll read about it later. Point-of-Sale.

Write a (6) headline and make sure you have a nice visual to work with the headline. Your goal is to get potential customers to see your brochure, be curious enough to (7) it and, even more important, keep it.

Respond to inquiries

When people ask about your product, they're obviously interested. Sending this type of brochure is for a qualified buyer.

They're qualified because they're much more likely to buy than someone who hasn't contacted you. Since they've already expressed interest, write this brochure to take your (8) to the next step: the buying process. Hammer home all of your sales points and pack your brochure with facts to (9) them they can't live without your product.

Direct mail

This is the type of brochure you include with your direct mail package. You know the sales letter sells but a brochure used with

direct mail contains photos, your product's sales points and even technical features.

Sales support tool

Sales support is very (10) to leave-behinds. The difference is, this type of brochure can be used as a selling aid. Your salesperson uses them to guide them through their sales pitch. They have larger pages, larger photos and larger headlines. Now that you know the types of brochures, figure out where they fit into the buying process for you. That way, you'll not only know the type of brochure you need, but how to write it as well.

Unit 6

Creating a powerful brochure

You know how to plan your brochure. You even know the five types of brochures. Now it's time to dive into the creation process.

Promises, promises... right on the cover

How many times have you been at one of those display racks with tons of brochures about tourist attractions? What made you pick up certain brochures and leave others?

The cover.

You have to put a strong selling message on the cover. Promise your readers a benefit or reward for getting them to make them open your brochure. Hopefully they'll read it, but they'll at least look at the pictures. Either way, no selling message = no motivation to open the brochure.

Easy on the eyes

The last thing you'd want to read is a newspaper with pages and pages of text. Not broken up. Just strictly text with no visuals and no breaks.

Pretty hard to read. Right?

Think of your brochure in the same terms. Short sections broken up with a headline and a subhead invite your potential customer to read on instead of scaring them away.

Even if they don't read your entire brochure, they get the gist by browsing through it. But make sure to write headlines and subheads that explain that particular copy block. Again, this is important for a number of reasons but especially if your reader is just glancing at your brochure.

Vivacious visuals

They say a picture's worth a thousand words. So why not tell your brochure's story with visuals? But not just any old picture will do.

You need visuals that will show the reader how your product works. People pictures work best as long as these people are demonstrating how your product is used.

Even artwork such as drawings, maps and graphs are beneficial as long as they illustrate the product or its benefits.

You can use a wide variety of visuals such as photos of the product, people using the product and/or photos of your company's headquarters. You can also use a map to show where your company is located, tables listing the various products with their features and/or proof of performance graphs to present factual information about your product.

Exercises:

1. Active vocabulary:

a benefit, reward, visual, break, in the same terms, the gist, browse, glance at, be worth, variety, proof, factual

2. Give English equivalents for the words from the active vocabulary list:

суть, мельком взглянуть, выгода, доказательство, пропуск (пробел), в таких же условиях, просмотреть (пролистать), стоящий, награда (вознаграждение), действительный, наглядное пособие.

3. Questions for discussion:

1. What information must be put on the cover of a brochure?
2. Why is it important to break the information up in a brochure?
3. How do visuals work?
4. What visuals do you know?

4. Read the following text and fill in with the vocabulary items from the box below:

location, boost, getaway, fits into, fail, obvious, get in touch with, potential customer, worth, vacation.

The buying process

You've already figured out where your brochure (1) the buying process from Five Essentials for Planning a Brochure. Now you have to turn that (2) into a paying customer. Your closing message has to be powerful.

Too many times brochures (3) to be effective because they don't contain one vital piece of information: A call to action. You have to tell your potential customers that they have to act now/call now/buy now.

No matter what you are looking for (a telephone call for more information or an on-the-spot sale), you have to let people know what you want them to do. Always ask for their order but at least ask for their call for more information.

The vitals

There's another vital piece of info that seems so (4), yet in the creation process it's sometimes left out. Your contact information.

Make sure you include your company name, logo, address, telephone number, fax, Email, Web address. Anything that will help the consumer (5) you easily.

If you have an additional line be sure to include that as well. So many prospects may be calling that your main line is busy.

Give directions to your (6) in your brochure if you have a business customers can come to. Make it easy on them too.

If you're located next to a landmark of some sort, tell them that too. That way, they have a mental picture of your whereabouts.

Other factors to consider for your brochure might be prices, store hours, instructions for placing orders by mail, phone or on the Internet and product guarantees.

Effective for the long run

Make your brochure (7) keeping. Give them a reason to hang on to that brochure - even if they decide not to call or buy right now.

For example, let's say you have a dynamite brochure about your company's travel packages. Your travel agency offers a (8)

..... to the Bahamas in May and June but in July and August you offer a package to Hawaii.

While your potential customer may be very interested in your travel packages, they're not ready to think about (9) because they're still trying to pay off Christmas debts.

But they decide to save your brochure. After all, your travel agency offers packages all year long and they might just decide to take a week off in June. So they're interested. Just not right now.

Brochures can really help (10) your company's sales...both now and in the future. Use these tips now and you'll get the most out of your brochure in the long-term.

Unit 7

Yellow pages advertising

Question: What's the first thing that comes to mind when you hear the word "advertising?"

Answer: TV commercials. Print ads. Direct mail. Brochures. Billboards. Flyers. Ads on the back of bathroom stall doors.

Everything except Yellow Pages, right? Truth is, YP advertising is very important to your business.

The fundamentals are tricky and the competition stiff. But these quick tips explain the advantages and essentials you need to create your own YP ad:

Ad placement

YP ads are placed from biggest to smallest. Full page ads, 3/4 and so on. Flip through your phone book and take a look at the restaurants section. The very first full page ad you see is not randomly placed. This advertiser has had their full page ad the longest. If they were to give up their full page ad and downgrade to a 3/4, they would be the very last 3/4 ad you'd see until a newer advertiser bought a 3/4 page ad. It's all seniority-based. So if someone has the highest level 3/4 page and upgrades to a full page, they're still last until someone newer buys the same type ad.

Colour

Research is conducted every year to see if a colour ad generates more response than a black and white. Every year, the results are the same. Colour ads do not outpull a b&w. Colour ads are also more expensive so this is a cost to consider eliminating from your ad budget.

Headline

Tell your customers the benefits of buying your products/services immediately! There's not much time so you have to grab a potential customer's attention. Tell them how long you've been in business, why you are different from your competitors and what associations you belong to.

Open 24-7

Another YP benefit is that they're available 24-hours a day. People are usually ready to make a purchase or get more information when they use the Yellow Pages.

Research proven

Studies show eight out of 10 consumers contacted a contractor from an ad in the Yellow Pages. Out of that number, 40% made a purchase and an additional 40% said they were likely to make a purchase.

Target market

One of the unique advantages of YP ads is the ability to target an audience in a specific geographical area.

365 days a year

No matter how much begging and pleading you do, it won't make a difference. Once your ad goes in the Yellow Pages, it's going to stay that way for an entire year. Proofread! Proofread! Proofread! If you sell "dogs" and your ad says you sell "dots" then you'll have to wait until next year to fix the error.

As you can see, there's a lot more to YP ads than just throwing your name, address and phone number in a box. That's why there are plenty of advertising agencies exclusively devoted to YP advertising.

Exercises:

1. Active vocabulary:

Fundamentals, competition, advantage, advertiser, research, conduct, to grab attention, available, purchase, beg, plead, fix the error, devote.

2. Give English equivalents for the words from the active vocabulary list:

рекламодатель, покупка, поправить ошибку, соревнование, исследование, проводить, привлечь внимание, посвящать, основные положения, доступный, просить, умолять, преимущество.

3. Questions for discussion:

1. Why is Yellow Page advertising very important to business?
2. How are ads placed in Yellow Pages?
3. Do colour ads generate more response than black and white?
4. What information can a customer learn from an ad?
5. When are YP ads available?
6. How many customers make purchases due to YP ads?
7. Why is it necessary to proofread an ad before placing it in YP?

4. Render:

Одно из самых эффективных направлений рекламной деятельности фирм – размещение рекламы в прессе, которая на российском рынке по объему затрат рекламодателей занимает второе место после телевидения. Рекламному сообщению в прессе читатель уделяет внимание по собственному желанию, и, если рекламное сообщение его заинтересовало, он может без труда сохранить его, чтобы снова просмотреть и прочесть.

Рекламу в прессе можно разделить на три основные категории: реклама в газетах, журналах и в приложениях. Реклама в газетах – самый распространенный вид рекламы в прессе. В газетах дешевле не только место для публикации, но и изготовление самого рекламного сообщения, кроме того, достигается большой обхват аудитории.

Сейчас большой популярностью пользуются нестандартные виды рекламы в прессе: различные приложения к изданию, размещение рекламы на специально созданных страницах.

Преимущества газетной рекламы по сравнению с другими видами рекламы в прессе заключается в ее своевременности, хорошем охвате местного рынка, доверии читателей к изданию.

Unit 8

Organizing a successful media event

One of the easiest ways for your company to receive free media exposure is through media events. Whether you're teaming up with several sponsors to help the less fortunate or holding a press conference to announce a new product's release, you have to follow certain steps to organize a successful media event.

Press release

Sending out your press release will help the media decide if your story is worthy enough of coverage. That's why it helps to keep your press release simple and never use any hype. Stations and newspapers are looking for news; they're not looking for a sales spiel. You've got a window for sending out your press release. You don't want to send it out too early and then it gets forgotten or buried and you don't want to send it out too late when other stories may have already been assigned and they simply can't fit your event in. Generally, 2-3 days before your event is enough of an advance notice.

You also want to be sure you include directions and any special instructions within your press release. If your company's headquarters are at one location but your event is at your plant 30 miles away, you need to make this clear in your release.

Watch the phone calls

After you've sent your press release, you can call the editors at the newspapers or the producers at the TV stations to verify they receive it. That's all you have to ask.

This will often open up the conversation for them to tell you if they think they'll be able to come or not. But even if it doesn't, you don't want to ask if they're coming. They'll be there if they can but won't make any promises.

Do keep in mind, breaking news or heavy news days might prevent them from coming at the last minute. You don't want to pester them to see if they're coming, even on the day of the event when you're standing there waiting for reporters to show up.

You also want to watch the time you make your phone call. Calling at 10 til 5 p.m. might seem like the end of the day for you but

for a producer that's 10 minutes until a nightly newscast. The best times to call are generally around 10 a.m. and between 1 and 2:30 p.m.

Your event's time

Everyone's working on deadlines. Newspapers have set times they put the next day's issue to bed. This means if they come to your event at 5 p.m. on Thursday, coverage may not show up until Saturday.

TV stations generally have a morning, noon, 5, 6, 10 and/or 11 p.m. newscasts during the week, depending on your TV market. Getting coverage if your media event starts at 4 p.m. might be very tricky. They won't just hop into their news car and drive like crazy to get your tape on the air by 5. There's a script that has to be written and a tape that has to be edited.

Plan your event time so that it's not only convenient to the reporters but also increases your chances of getting more immediate exposure.

Exercises:

1. Active vocabulary:

to announce, a sales spiel, headquarters, location, to verify, to make promises, keep in mind, prevent them from, pester, deadlines, a script.

2. Give English equivalents for the words from the active vocabulary list:

расхваливание товара; предотвращать; помнить; надоедать (докучать); место расположения; организация, занимающаяся продажей того же товара; сценарий; крайний срок; объявлять, давать обещания, проверить (удостовериться).

3. Questions for discussion:

1. What the easiest way for the company to receive free media exposure?

2. What steps in organizing a successful media event can you name?
3. Why is it necessary to keep press release simple?
4. What information should be included in press release?
5. What is the most successful time for making phone calls to editors?
6. How quick will the audience know about the event?

4. Read the following text and fill in with the vocabulary items from the box below:

press release, establish, proprietary, familiar, supplying, media, press kit, coverage, access, brochure.

Some other tips of organizing a successful media event

Don't call the shots

As tempting as it may be to become a director, don't tell the reporter, photographers or videographers what shots you want them to get. You want to (1) ... a certain rapport with them and start a relationship with the newspaper or TV station. You won't win any friends by telling them how to do their job.

Easy in/easy out

If you're holding the event at your 50,000 square foot plant and the area you're allowing media is in the back of the building, give them as easy (2) ... as possible. Don't have them park at the front of the building and then lug their equipment all the way to the back if you can help it. If there's a way to drive to the back, let the media know the driving directions in your (3) ... and clearly mark the way when they actually arrive.

You also want to consider what area of your facility is strictly off-limits. For example, if you can't avoid a long walk, do you really want the media to walk through your entire building with cameras? That doesn't mean they're going to start shooting whatever they want. But many companies have strict policies about where cameras and non-employees can go for (4) ... reasons.

Visuals

Think about your visuals. Give the media as much of a hands-on experience as possible. Talking about a product for half an hour and then referring to the picture in the (5) ... is something the media doesn't even have to show up for. Remember, they're passing the visuals on to your potential customers (their viewers or readers) so it's important to keep your audience in mind so you can get the coverage you need.

Press kit

Don't forget your press kit. Include the information about your event and hand it out to the media. This info will help them write the story but also helps you have more control over the news since you're (6) ... them with the crucial info.

Your media contact's availability

Don't forget to make your media contact available for questions. If a reporter has additional questions, they need to be able to get a hold of your media contact quickly. Be sure to include the media contact's phone number and any other contact info within your (7)

Employees with experience

You don't have to limit your event's spokespeople to your own media contact. If an employee can give a better soundbite because he's had more experience developing and working with a certain product, by all means, make him available for questions.

Prepare your statement beforehand

If you do plan on talking on-camera or to a newspaper reporter, think about what you want to say ahead of time. It can help to have a friend who's not (8) ... with your business to read over your press kit and ask questions they have. From these questions as well as some brainstorming of your own, come up with a list of answers. You don't want to sound rehearsed but you don't want to sound unprepared or saying "Umm..." a lot either.

You also want to consider the different types of (9) Newspaper has different needs than television and vice versa. A newspaper reporter might ask you questions that are much different than a TV reporter. Each medium has different ways of presenting your news so they'll need the type of that suits their audience the best.

When a reporter doesn't show up

The station or newspaper may very well send a photographer or videographer instead of a reporter. That doesn't mean your story isn't important to them. They wouldn't be there if they didn't plan on giving your story (10) ... so treat whoever shows up very well.

If a videographer is lugging his gear, don't hand him a press kit right then. Offer to carry it for him until he's been able to get the shots he needs. Treating him or her like a second class citizen will make it back to the station and could hurt your chances of future coverage.

Unit 9

10 essentials to an effective TV commercial

Put people in your commercial

People relate to other people. Putting people into your commercial can help draw your target audience in as opposed to a 30 second shot of your building's interior, exterior and the parking lot. You don't want your commercial to look hokey so you do want to be careful about having people waving at the camera or standing there smiling. Have them doing something that relates to your business so your commercial doesn't look like a photo that's come to life.

Plan out your video

Using a furniture store as an example, you may have ten different kinds of recliners, eight living room sets and six bedroom suits you want to feature. You're going to have to narrow those shots down because you simply can't get them all into a :30, :45 or even a one minute commercial without flashing so many different pieces of video on the screen that your potential customers will feel like they're in a lightning storm. Wide shots of your showroom are good to get a bunch of your furniture displayed at once and you can select a few items you want to be featured alone. It's crucial you not cram a bunch of video into the small amount of time you have for your commercial. Your video should tell the story about what you're advertising even if a customer has their volume turned down.

Writing the script

Make sure your commercial's script times out to 30 seconds (or however long you have bought air time for). Use short sentences that grab your potential customer's attention. You've got a very limited time frame to capture your audience and you need to get your message across quickly. Don't get wrapped up in long sentences. Keep them short and punchy. Your audio should also tell the customer what you're advertising even if the customer is in another room and can't see the TV when your commercial airs.

Audio and video must match

When writing your commercial, you must make sure your audio and video match. When you're talking about new car models

arriving, you don't want to see video of the current year's make. When you're talking about your big showroom of furniture, you don't want to see the building from the street. You must merge your audio and video to create a powerful sales tool.

Exercises:

1. Active vocabulary:

shot, screen, hokey, to feature, amount of, cram, a bunch of video, air time, limited time, to capture the audience, commercial, match, year's make, sales tool.

2. Give English equivalents for the words from the active vocabulary list:

завладеть аудиторией, время эфира, соответствовать, переполнять, кадр, неискренний, работа в течение года, инструмент продаж, экран, показать на экране, большое количество видео сюжетов, ограниченное время, количество, рекламный ролик.

3. Questions for discussion:

1. How much time do you have to draw your target audience?
2. Why is it crucial for you not to cram a bunch of video into the small amount of time?
3. What must the message of the commercial be?
4. What should be done for creating a powerful sales tool?

4. Read the text below and put the sentences (a-f) in the gaps. There is one extra sentence.

- a) Television is less demanding on frequency than radio but it still deserves more than a one-shot deal.
- b) Placement of your commercial is very important.
- c) Of course, you want your commercial to be professional.
- d) Your call to action gets customers to buy or act now.

- e) Use the same announcer, jingle, fonts, colours, etc. to keep your commercial consistent.
- f) You've bought a: 30 commercial packages.

Never forget your call to action

(1) Don't get to the end of your commercial and leave off your call to action. You want to tell customers to visit today and give your complete contact information, including Web site address, phone number and street address (giving a quick line about how to find you if possible). For example, "That's Simple Designs, located next to the old train depot downtown."

Stick to time

(2) As tempting as it might be to squeak in an extra few seconds, you just can't do it. Your commercial must time out to the exact time you've paid for. Going over will only get your all-to-important call to action clipped because those last few seconds will be cut off when your commercial airs.

Hiring a production company

(3) You can hire a production company or many television stations have their own production companies in-house. They can handle all aspects of your commercial, including writing, shooting and editing your commercial. Shop around for prices. Some production companies are able to offer you a commercial package for as low as \$100 that will include still pictures shot with a high quality video camera.

Scheduling your commercial

(4) It determines who will see your commercial and how much you will pay for its air time. Having your commercial air at 3 a.m. will save you money but if you don't reach your audience it's not money well spent. The same holds true for the station you're airing your ad on as well. If you're advertising your maternity clothing store, you don't want schedule air time on ESPN with your local cable company.

Frequency

(5) If you were advertising during the Super Bowl, that would be a completely different story. But on the local level, you need to identify the key times your ad should run and buy enough air time for your commercial to reach your audience at least twice. More times would be ideal.

Consistency

(6) This helps people start to get to know your company by all of these factors. The more you recognize the lady pitching the hair salon down the street, the more you know exactly what that company's name and address is before she even speaks in the commercial.

Unit 10

10 Things to do before you find a job in advertising

Ready to start your career in advertising? Just ten steps can help you get into advertising and make the most out of your career.

Understand the different industries

Are you sure you want to work in advertising and not public relations? Many times, all of these industries are confused as being one and the same. But there are big differences between advertising and public relations. Before you proceed, know which industry really matches up with your ideas and personality.

Know what to expect

Find out if advertising is the right career for you. Are you ready for long hours, low pay and a high pressure environment? These are just some obstacles you may face as a budding ad professional. You may have even encountered some common misconceptions about what a career in advertising is like. Know what to expect before you decide to pursue this career.

Decide on your career path

You don't have to be creative to work in advertising. If you're well-organized, have good people skills and you can manage multiple people working on various projects all at once to make sure your team meets deadlines, a career as an Account Executive may suit you very well. Maybe you're more of a numbers type of person and researching data to determine ad placement is right up your alley. A career in the Media Department may be just what you're looking for instead. Explore the many careers in the ad industry to determine which ones interest you most and which ones you would like to work toward.

Evaluate your education

Many people want to know if they have the right education for a career in advertising. A lot of questions even come from college graduates who wonder if their degree would get them a job in the ad industry. Others want to know if any education is required.

Choosing the right education for a career in advertising depends on your own career goals. Some people in the ad industry

don't even have a degree while others have found advertising courses are just what they need to kickstart their career.

Study your possibilities

Working in an agency isn't the only way to be an ad professional. An ad agency is probably the first idea that pops into your head but there are other alternatives that can give you a long and successful career in the business.

An in-house agency serves as a full-fledged ad agency. However, it just has one client. Employees at production companies usually spend most of their time writing, shooting and editing commercials for clients. Then there's the freelancing side of advertising, where copywriters and graphic designers can freelance for ad agency, in-house agency and production company clients as well as business clients who may not have an agency on retainer.

Study the possibilities to see if there is a particular working environment that might appeal to you more than another. This will help you in your job search for possible positions.

Intern for experience

Interning is an excellent way to gain valuable experience and to get your foot in the door with an ad agency. You will make key contacts you can use to get a job but you may not need them right away if the agency offers you a permanent full-time position when your internship is complete.

You want to make sure you get the most out of your internship. Don't be a wallflower. This is your time to help others, learn the business and get your hands on anything the agency will let you help with.

Create samples to show to potential employers

Writing or design samples are crucial if you want a job as a copywriter or graphic designer. But if you're just starting out, chances are you don't have anything to show a potential employer. Speculative ads, better known as SPEC ADS, are just what you need to show your ability to do the job. SPEC ADS give you instant writing samples you can use to show a potential employer your writing voice or your design style.

Prepare your portfolio

When you're called for an interview, you need to be prepared. Put those SPEC ADS or other samples of your work in your portfolio before the phone rings.

Getting your portfolio ready ahead of time means you're ready to go even if the potential employer needs to meet with you within the next hour because he's getting on a plane to Tahiti at 4 p.m. And if you've researched your potential employer's needs beforehand, you can change your portfolio to adapt to the company's specific needs to make you really stand out from the large pile of resumes sitting on the desk.

Land the interview

Now that you've decided what type of advertising career interests you the most, you're ready to line up those interviews. Be realistic. Be persistent. Be honest. These are the basics to follow when looking for a job but there are other ways to increase your chances of being noticed when you apply for the position so you can be sure to land the interview.

Go get that job

Now that you've made it to this step, you're more prepared than most people who want a career in advertising. There are a number of opportunities out there for you so go get that job in advertising.

Exercises:

1. Active vocabulary:

make the most, low pay, environment, obstacle, budding, misconception, pursue a career, Account Executive, college graduate, goal, to kickstart one's career, pop into one's head, in-house agency, full-fledged ad agency, internship, retainer, beforehand.

2. Give English equivalents for the words from the active vocabulary list:

выпускник колледжа, стажировка, низкая зарплата, Заместитель Председателя Правления, заранее, неправильное представление (недоразумение), многообещающий, цель, продолжить карьеру,

сделать рывок в начале карьеры, приходить на ум, развитое рекламное агентство, сделать все возможное, договор, помеха, внутриведомственный.

3. Questions for discussion:

1. What obstacles can be faced when getting into an ad career?
2. What skills must an ad professional have?
3. What education is required to work in advertising?
4. What does a career in advertising depend on?
5. Why is internship valuable?
6. How does portfolio need to be prepared?

4. Render:

Процесс рекламной коммуникации связан с интересами четырех основных субъектов:

1. Рекламодатель (advertiser) инициирует рекламный процесс, служит источником информации для производства, размещения, распространения рекламы. Рекламодатели принимают решения о том, кому будет предназначена реклама, какие использовать средства доставки сообщений, определяют бюджет расходов на рекламу и продолжительность рекламной кампании

2. Рекламные агентства (advertising agencies) разрабатывают, готовят и размещают рекламу в средствах массовой информации для заказчиков, стремящихся найти покупателей для своих товаров и услуг. Агентства умеют профессионально выстраивать рекламную деятельность в соответствии с ее целями, задачами, бюджетом, планируя результат рекламной кампании.

3. Средства распространения информации (media) доносят сообщение рекламодателя до его аудитории. Они выполняют функцию распространителя рекламы. Представители СМИ сами вступают в контакт с рекламодателями или рекламными агентствами, пытаясь их убедить в том, что данное СМИ лучше подходит для определенного продукта.

4. Потребительская аудитория (target audience)/ Чтобы реклама достигла своей основной цели необходимо прежде всего изучить аудиторию и окружающую обстановку. Потребители покупают и используют товар для удовлетворения своих потребностей и нужд.

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